

HEALTHY AGING RESEARCH NETWORK SYMPOSIUM

Effective Community-Based Physical Activity Programs for Older Adults

From Research to Practice



Wednesday-Thursday, February 14-15, 2007

SHORELINE CONFERENCE CENTER, SEATTLE, WASHINGTON

SPONSORS

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“Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it.” —Plato

The public health and aging services networks have identified the development and evaluation of effective interventions for older adults and the dissemination and sustainability of these evidence-based programs in community settings as a major priority. Using the **RE-AIM** framework for the dissemination of interventions, this conference presents best health promotion practices for older adults with attention to: **Reach** to target audiences, **Efficacy/Effectiveness** of programs, **Adoption** by target settings or institutions, **Implementation** or **Fidelity** of the intervention, and **Maintenance** of the intervention effects (Glasgow et al, 1999).

Conference sessions will address scientific evidence and concrete strategies for achieving the RE-AIM goals through community-based physical activity programs for older adults. Researchers and community partners will present what they have learned about older adults and physical activity programming. Small group discussions will address issues and challenges related to disseminating evidence-based physical activity programs and suggest strategies to secure their sustainability. This dynamic program features multiple tracks, one-on-one consultations with conference faculty, a poster session, and ample networking opportunities.

The content includes:

- Best practices in program dissemination and sustainability
- Strategies for adoption and maintenance of programs that serve diverse populations
- Assuring essential elements (fidelity) of an intervention
- Building organizational capacity to adopt and sustain programs

AUDIENCE

Aging services and public health professionals; administrators and providers in the aging service network; researchers interested in physical activity in older adults; program planners; those responsible for implementing physical activity programs for older adults; State Units on Aging; graduate students and post-graduate trainees in health-related fields; and other individuals involved in or planning to be involved in dissemination and sustainability of community- and evidence-based physical activity programs for older adults. Research and community partner teams are encouraged to register and attend together.

SPACE IS LIMITED. EARLY REGISTRATION IS ADVISED.



LEARNING OBJECTIVES

After attending this conference, participants will be able to:

- Explain components of the RE-AIM model (reach, efficacy/effectiveness, adoption, implementation, and maintenance) for creating and sustaining evidence-based physical activity interventions for older adults.
- Describe the application of RE-AIM components to selected evidence-based physical activity interventions.
- Locate and use tools and resources for successful dissemination and sustainability of evidence-based programs across diverse settings and populations.
- Develop next steps for translating best practices of evidence-based programming for physical activity into the community.

PROFESSIONAL CREDIT

A certificate of completion will be awarded to all attendees for 13 contact/clock hours. The University of Washington School of Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

SPECIAL CONFERENCE FEATURE!

Bring your practice and research questions for individual and group consultation with selected conference faculty. Consultation opportunities will be available on Wednesday, February 14, during the poster and dinner networking session.

POSTER PRESENTATIONS INVITED!

Are you working on an innovative program or strategy for implementing physical activity programs for older adults? If so, please consider presenting a poster at the conference. Read the Call for Poster Presentation Guidelines and submit an abstract.

VISIT uwcne.org and click on *Call for Abstracts* or call UWCNE at 206-543-1047. Abstracts are due **October 16, 2006**.

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SPEAKERS

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Columbia, SC

UW=University of Washington

*Also listed under Speakers.

The planning committee extends its appreciation for ongoing support from the HAN Research Dissemination and Practice Group.

Program Schedule

Day 1—Wednesday, February 14, 2007

- 7:00** Registration, Continental Breakfast, and Exhibits
- 8:00** **Welcome and Conference Overview**
Basia Belza, James LoGerfo, & Lynda Anderson
- 8:20** **Laying the Foundation**
Nancy Whitelaw & Russ Glasgow
- 9:40** Break and Exhibits
- 10:00** **Fit and Strong: Strategies for REACH to Target Communities**
Susan Hughes & Tom Prohaska
- Overview of Fit and Strong: including core elements, written and technical resources, the evidence-base for the program, partnerships and collaborators, and possible adaptation. Specific focus will be on how the users of Fit and Strong develop and use strategies to increase **reach** to target communities.
- 11:30** Lunch (provided) and Networking
- 12:30** **SMALL GROUP DISCUSSIONS A (Choose one)**
Lessons Learned for Effective REACH to Target Communities
- A1: Rural Communities
Facilitator: Turner Goins
- A2: Fit and Strong: Training and Technical Assistance
Facilitator: Susan Hughes
- A3: Impacting Policy to Assist with Reach
Facilitator: Pam Piering
- A4: Ethnic Communities
Facilitator: Constance Todd
- A5: Calculating Reach
Facilitator: Russ Glasgow
- A6: Faith-Based Communities
Facilitator: Tom Prohaska
- A7: Marketing for Effective Reach
Facilitator: Nancy Whitelaw

- 1:30** Break and Exhibits
- 1:45** **Matter of Balance: ADOPTION by Partnering Organizations**
Elaine McMahon & Tara Healy
- Overview of Matter of Balance including core elements, resources, evidence-base, partnerships and collaborators, and adaptations. Focus will be on the specific strategies used to increase **adoption** by target communities. Matter of Balance was originally developed by the Boston University Roybal Center Consortium.
- 3:15** Fitness Activity
- 3:30** Break and Exhibits
- 3:45** **SMALL GROUP DISCUSSIONS B (Choose one)**
Strategies to Enhance ADOPTION
- B1: Matter of Balance: Training and Technical Assistance
Facilitator: Elaine McMahon
- B2: Adoption by Staff and Community Partners
Facilitator: Nancy Whitelaw
- B3: Building Community Partnerships
Facilitators: Lucinda Bryant & Mary Altpeter
- B4: Training Instructors to Facilitate Adoption
Facilitator: Susan Hughes
- B5: Adoption by Senior Centers
Facilitator: Constance Todd
- B6: Adoption by Faith-Based Settings
Facilitator: Tom Prohaska
- B7: Measurement during Adoption
Facilitator: Tara Healy
- 4:45** Break
- 5:00** **Poster Presentations, Buffet Dinner (provided), and Individual Consultations with Selected Conference Faculty**
- 6:30** Adjourn

Day 2—Thursday, February 15, 2007

- 7:30** Networking, Continental Breakfast, and Exhibits
- 8:00** **Welcome and Day Two Overview**
Basia Belza
- 8:10** **EnhanceFitness: Strategies for IMPLEMENTATION AND FIDELITY**
James LoGerfo, Susan Snyder, Pamela Piering, & Chris Pollet
- Overview of EnhanceFitness (EF): including core elements, written and technical resources, the evidence-base for the program, partnerships and collaborators, and possible adaptations. Focus will be on how the users of EF develop and use strategies for **implementation and fidelity**. The team of presenters consists of research and community partners.
- 9:40** Demonstration of EnhanceFitness
- 9:55** Break and Exhibits
- 10:15** **SMALL GROUP DISCUSSIONS C (Choose one)**
Identifying and Adhering to Essential Elements
- C1: Healthy Moves: A Promising Program
Facilitators: June Simmons and Jennifer Wieckowski
- C2: Role of Policy to Assure Implementation
Facilitator: Pam Piering
- C3: Fidelity of Measurement and Design
Facilitator: Gretchen Alkema
- C4: Routinization of Processes
Facilitators: Nancy Whitelaw and Susan Snyder
- C5: Fidelity Across Programs and Settings
Facilitators: Tara Healy and Basia Belza
- C6: Quality Control
Facilitator: Sara Wilcox
- C7: New Directions for Overlooked Populations
Facilitator: Tom Prohaska

- 11:30** Lunch (*provided*) and Networking

Sponsor Resource Tables

Participants will have the opportunity during lunch for small group consultation on strategies related to implementing the RE-AIM model. Additionally, resource tables will be staffed so that participants can browse and secure relevant resources.

- 12:30** Break and Exhibits

12:45 **Active for Life®: Developing Partners and Strategies to Assure MAINTENANCE and SUSTAINABILITY**

Sara Wilcox, Doris Estremera-Rohleder & Stacy Wegley

Overview of two programs: Active Choices and Active Living Every Day (ALED), including core elements, resources, evidence-base, partnerships and collaborators, and adaptations. Effective strategies will be highlighted that assure **maintenance and sustainability**.

- 2:00** Break and Exhibits

next page

Program Schedule *continued*

2:15 SMALL GROUP DISCUSSIONS D (Choose one) **MAINTENANCE and SUSTAINABILITY**

D1: Embedding in an Organizational Setting
Facilitator: Marcia Ory

D2: How *Choices for Independence* Aligns with Maintenance
Facilitator: Donald Grantt

D3: Active Choices: Technical Assistance
Facilitator: Doris Estremera-Rohleder

D4: Measurement During the Maintenance Stage
Facilitators: Sara Wilcox & Stacy Wegley

D5: Enhancing Opportunities for Sustainability
Facilitators: Lynda Anderson, Tom Prohaska, & Karen Lewis

D6: State-level Political Action for our Aging Population
Facilitator: David Levinger

D7: Developing Policy to Assure Sustainability
Facilitator: Liz McNett-Crowl

3:15 Break

3:30 **Combining Efforts to Initiate and Sustain Evidence-Based Programs** *Basia Belza*

Joining forces to initiate and sustain change.

4:00 Evaluation and Adjourn



Photo courtesy of Seattle Parks and Recreation Department.

“If we want more evidence-based practice,
we need more practice-based evidence.”

—L.W. Green

CONFERENCE SITE

SHORELINE CONFERENCE CENTER (SCC) 18560 1st Ave NE, Seattle, WA 98155

The Shoreline Conference Center is located approximately 10 miles (30 minutes) north of downtown Seattle and 25 miles (60 minutes) north of Seattle International Airport. This former high school complex, now home to a variety of community programs including a senior center and educational enrichment classes, provides expansive conference facilities in a model community-based setting.

DRIVING DIRECTIONS: Traveling north or south on I-5, take the NE 175th Street exit (Exit #176). Head west on NE 175th to Meridian Ave N. Turn right and continue to next light at N 185th St. Turn right on N 185th and then left on 1st NE. The Shoreline complex will be on your right. Drive to end of the complex and turn right just before the tennis courts.

PARKING: If the parking area outside the entrance to the conference center is full, return to 1st Avenue NE and park on the street to the west or south of the complex. Avoid parking in front of mailboxes or driveways. Enter through any major entrance and follow signs to the Shoreline Room. Parking is free.

BUS: Bus and alternative transportation planning can be found through Metro King County's Trip Planner at <http://transit.metrokc.gov/> or by calling Metro's customer service at 206-553-3060.

AIRPORT SHUTTLE

Shuttle Express (206-622-1424) provides transportation from the airport to area hotels. Taxis and town cars are also readily available. A rental car may be preferable for groups since the conference center is located in a residential area north of downtown Seattle.

CONFERENCE HOTEL RESERVATIONS

UNIVERSITY DISTRICT

Transportation to and from the Shoreline Conference Center (SCC) will be provided from the University Inn and Watertown, two hotels located in the heart of Seattle's University District (10 miles from the SCC, 3 miles from downtown Seattle, and a few blocks from the University of Washington campus, restaurants and retail shops). Shuttle service will be provided at the beginning and end of each day. Ask for the HAN conference room block. **Please make reservations as soon as possible, even if your plans are somewhat indefinite.** Space is limited and the block is expected to fill quickly. After November 29, 2006, rooms remaining in the block will revert to the hotel for sale on a space and rate available basis. All rooms at the University Inn and the Watertown are non-smoking.

UNIVERSITY INN

4140 Roosevelt Way NE, Seattle, WA 98105
1-800-733-3855 • 206-632-5055

Web: universityinnseattle.com

E-mail: reservations@universityinnseattle.com

Traditional • \$95 single/\$105 double

Deluxe • \$105 single/\$115 double

Premier • \$124 single/\$134 double plus 15.6% state tax. Hotel parking extra.

WATERTOWN

4242 Roosevelt Way NE, Seattle, WA 98105
1-866-944-4242 • 206-826-4242

Web: watertownseattle.com

E-mail: reservations@watertownseattle.com

\$130 single/\$140 double plus 15.6% state tax.

Hotel parking extra.

LYNNWOOD AREA

EMBASSY SUITES HOTEL—Seattle-North/Lynnwood
20610 44th Ave W, Lynnwood, WA 98036
1-800-628-0611 • 1-425-775-2500

\$109 single/\$124 double plus 10.9% state tax.

Hotel parking is free. The Embassy Suites provides shuttle service to SCC if requested in advance.

The conference bus will not pick up at this hotel.

EDUCATION TAX CREDIT

Education expenses paid on or after July 1, 1998 for continuing education course work or undergraduate and graduate courses, are eligible for a **Lifelong Learning Credit**. This credit applies to tuition and fees, with a maximum of \$1,000 total credit each year. For information, consult your tax advisor or call the IRS at 1-800-829-1040.

The University of Washington is committed to providing access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the Disability Services Office at least 10 days in advance at:

206-543-6450/V 206-543-6452/TTY

email: dso@u.washington.edu

EXHIBITORS

FOR INFORMATION about exhibiting at this conference, please contact Carole Heffelfinger in UWCNE at **(206) 616-3826** or caroleh@u.washington.edu

REGISTRATION INFORMATION

PHONE: 206-543-1047

FAX: 206-543-6953

cne@u.washington.edu

uwcne.org

The fee for this course is \$150 (\$135 group rate per person for 2 or more registrations submitted together from the same agency). Fee includes tuition, a course syllabus, continental breakfast, lunch, and refreshment breaks each day and dinner on the first day. One day registration is not permitted. To register, please submit the registration form and correct fee to UW CNE, 155 NE 100th Ave., Suite 306, Seattle, WA 98125-8014. You may also pay with a VISA or Mastercard or register on-line at uwcne.org. A letter will be sent to you confirming your registration. If you do not receive a letter in due time or have further questions, please call 206-543-1047.

REFUND POLICY: If you register, but are unable to attend or send a substitute, you may obtain a refund of the fee less \$50 for handling by submitting a written request to CNE prior to the conference. In the unlikely event of course cancellation, registration fees are automatically refunded in full. Costs incurred by the registrant, such as airline penalties, are the responsibility of the registrant.

SPACE IS LIMITED. EARLY REGISTRATION IS ADVISED.

SCHOLARSHIP INFORMATION

Limited scholarship support to attend the conference is available for:

- Community service providers who implement or plan to implement evidence-based programs
- Investigators representing or working in diverse or underserved communities implementing evidence-based programs

A scholarship application is available at www.prc-han.org

Application Deadline: November 15, 2006.



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• **Small Group Discussions:** (Choose one in each time period.)

WEDNESDAY—FEBRUARY 14

12:30 PM, DISCUSSIONS A: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

3:45 PM, DISCUSSIONS B: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

THURSDAY—FEBRUARY 15

10:15 AM, DISCUSSIONS C: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

2:15 PM, DISCUSSIONS D: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

• **Shuttle Service:** I will need transportation to the conference from my hotel. I will be staying at:

☐ THE UNIVERSITY INN ☐ THE WATERTOWN HOTEL

• **Conference Fees:** (Please mark one.)

☐ \$150 INDIVIDUAL ☐ \$135 GROUP *

* **Group Rate**—Price per person for 2 or more registrations arriving in the same envelope from the same agency.

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CNE, Box 358738

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uwcne.org



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SHORELINE CONFERENCE CENTER, SEATTLE, WASHINGTON

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